



Design Practice

Products + Apps

Portfolio

2016-2017



徐佳丽 Lavinia

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- jiali.xu@connect.polyu.hk

Profile

- 热爱互联网，乐于体验和分析不同的产品
- 逻辑条例清晰，善于观察，分析和总结
- 在团队中担任想法贡献者的角色,主动积极
- 英语和写作能力强
- 充满正能量

Education

- 设计学硕士 2016.09 - 2017.11
设计应用方向 / 香港理工大学
- 工学士 2011.09 – 2015.07
工业设计 / 华侨大学

“Design comes from life and makes it better.”

RESUME

Work Experiences

- Ai产品实习生

IMIO 积木智能（深圳）科技有限公司

2017.08- 至今

- 助理工业设计师

厦门立达信绿色照明股份有限公司

2015.04-2016.08

6项产品外观专利

Project Experiences

- 【交互设计】家庭智能坦克玩具设计

2017.08 - 至今

- 与启辉玩具厂合作设计智能玩具，通过网关的语音控制来增强坦克可玩性

- 在项目中我通过竞品分析主要负责功能定义中的软件部分，撰写需求文档，硬件交互流程，App原型设计

- 预计在2018年年初量产

- 【用户体验】香港心光盲人学校学生桌椅设计

2017.01-2017.03

- 因该学校使用的仍是二十年前做的桌椅，已经无法满足现阶段学生的学习需求。

- 在该项目中我主要负责前期的用户行为分析和教室环境分析，根据不同视障程度的学生 使用特殊学习道具的频率，操作习惯，存储需求以及师生教学活动，得出产品设计建议书，推动最终产品设计。

- 于2017年5月份参与了该校70周年活动展览里帮助募集资金，将于明年落地此项目

- 【项目流程】空山家居台灯设计

2015.07-2015.12

- 为公司原创品牌设计轻奢款台灯

- 我主要负责了功能定义，底座的外观设计，产品效果展示，外观专利申请以及和研发部门的沟通，帮助项目落地

- 该产品已于2016年上市，可在京东商城购买

Content



图书馆个人阅读辅助系统

2017.04-2017.06

个人-毕业设计



香港奢侈品门店体验设计

2017.03-2017.04

团队 – 课程项目



「空山」家居台灯设计

2015.07-2016.03

个人 – 公司项目



Personal Reading Assistance In The University Library

Lavinia XU Jiali

16111092G

01

Project brief

Project background

Although university library provides abundant learning resources for students, the personal reading experience is not so friendly and it seems all the physical books there are cut off from outside world.

The project contains an app and a digital scanning pen to connect the physical books to the cloud.

Students can focus on reading and scanning important words and pictures with the pen, which adopts emerging compound eye camera, human-machine interaction and ergonomic appearance.

What's more, notes will be showed in order and shared with others through the app. The app will also provide many function such as book navigation, book introduction, personalized recommendation and so on.

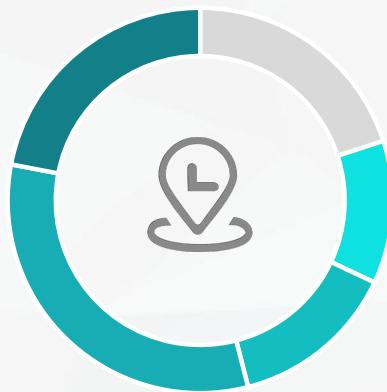
The new network makes full use of library resources, increase reading efficiency and connect all the students together.



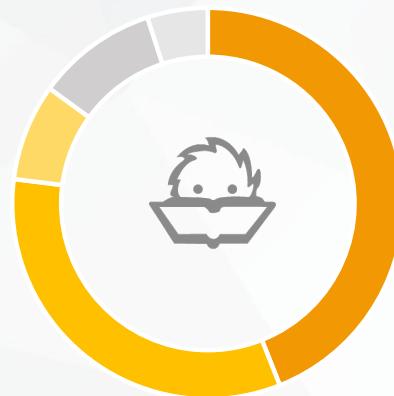
Background Research

Questionnaire of students' situation towards the library

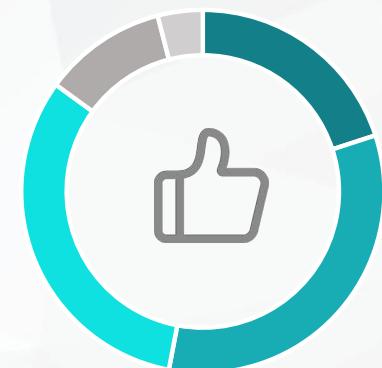
Frequency of going to library



Behavior in the library



Opinion of library book resources



- Never
- Twice a week
- Twice a month
- Once a week
- Everyday

- Self-study
- Find&Read Books
- Newspaper&Magazine
- Phone&Chat
- Net play

- Excellent
- Good
- Common
- Bad
- Poor

Conclusion: Most students can make full use of library and more than half of them think the book resources can satisfy their needs. However, 44% students prefer to self-study in the library while only 33% will read books.

03

Target Audience

Persona



Chen Dulin

23 years old

University Students

Grade 3

Major: Product Design

Like reading Design and literature books

Go to library three times a week

Would like to share opinion with others

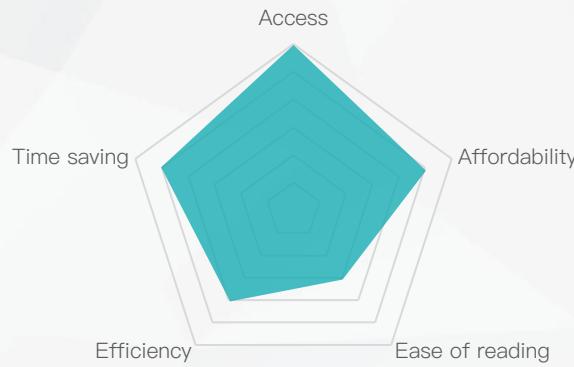
Generally make notes through taking photos by phone, typewriting and some apps



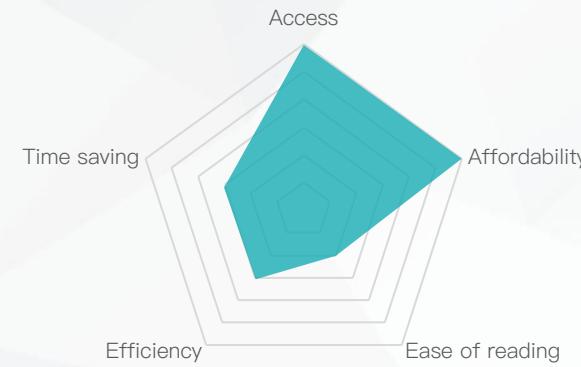
Category Review

Methods of making notes

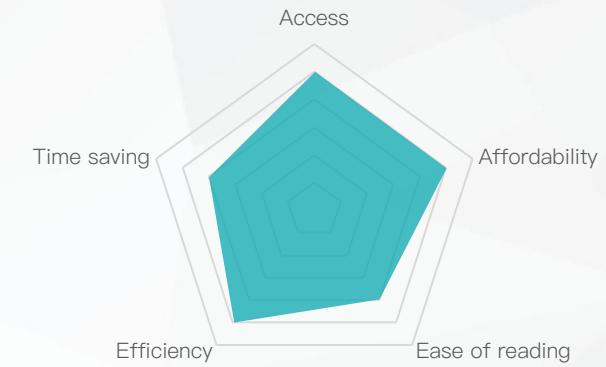
Take photos



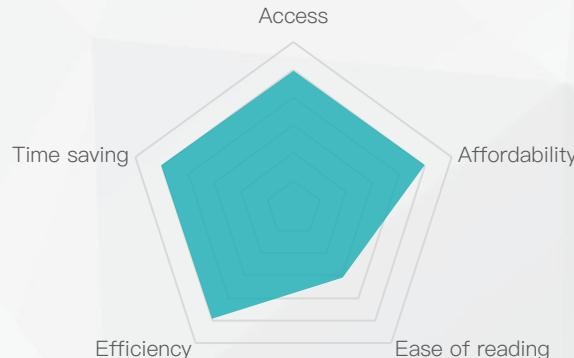
Handwriting



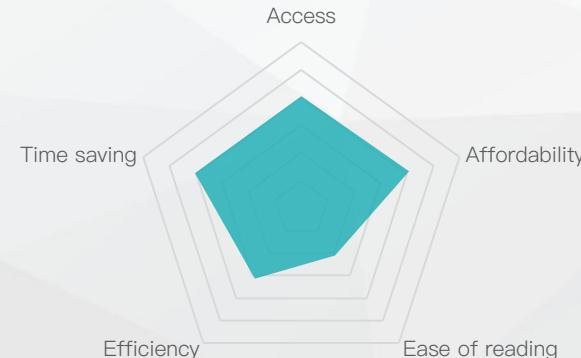
Typewriting



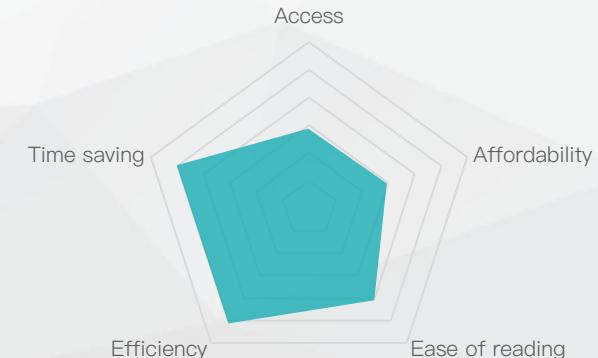
Scanning apps



Copymachine



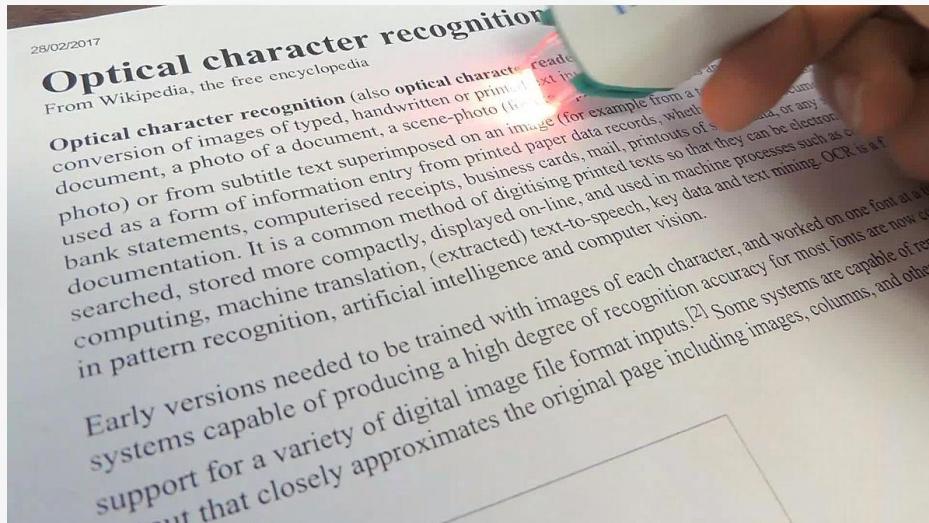
Portable scanning products

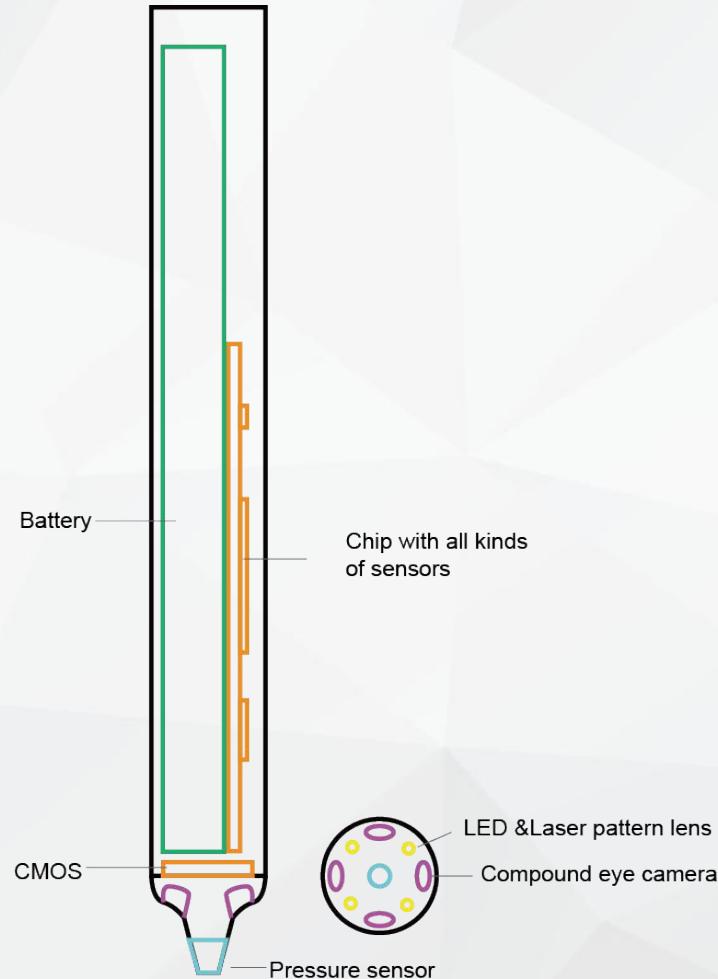


Technology Support

Scanning words & Pictures

Optical character recognition (also optical character reader, OCR) is the mechanical or electronic conversion of images of typed, handwritten or printed text into machine-encoded text, whether from a scanned document, a photo of a document, a scene-photo (for example the text on signs and billboards in a landscape photo) or from subtitle text superimposed on an image (for example from a television broadcast)



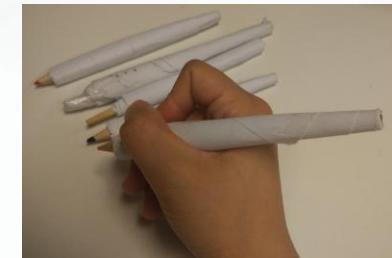
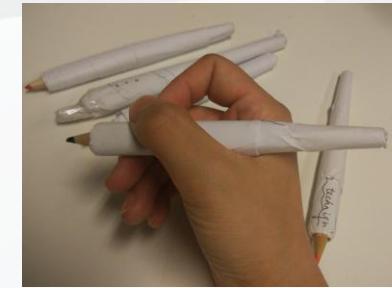
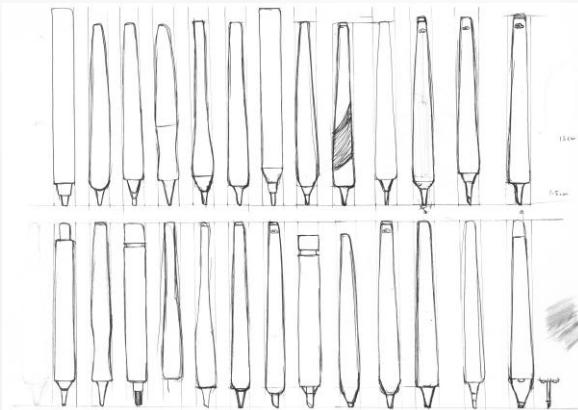
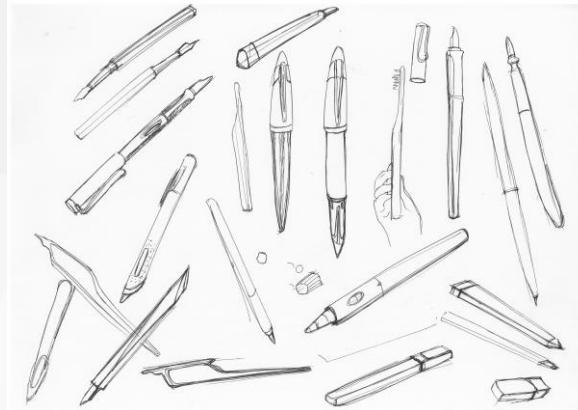


- **Function:** Scan words and Pictures
- **Technology:** OCR & Laser pattern Projector for pictures
- **Key element:** compound eye camera
- **Appearance:** Just like a pen and it's light and portable

06

Product Design

Sketch & Model Test



- Design the appearance and test whether it's comfortable and easy to hold

06

Product Design

3D Model



Top view

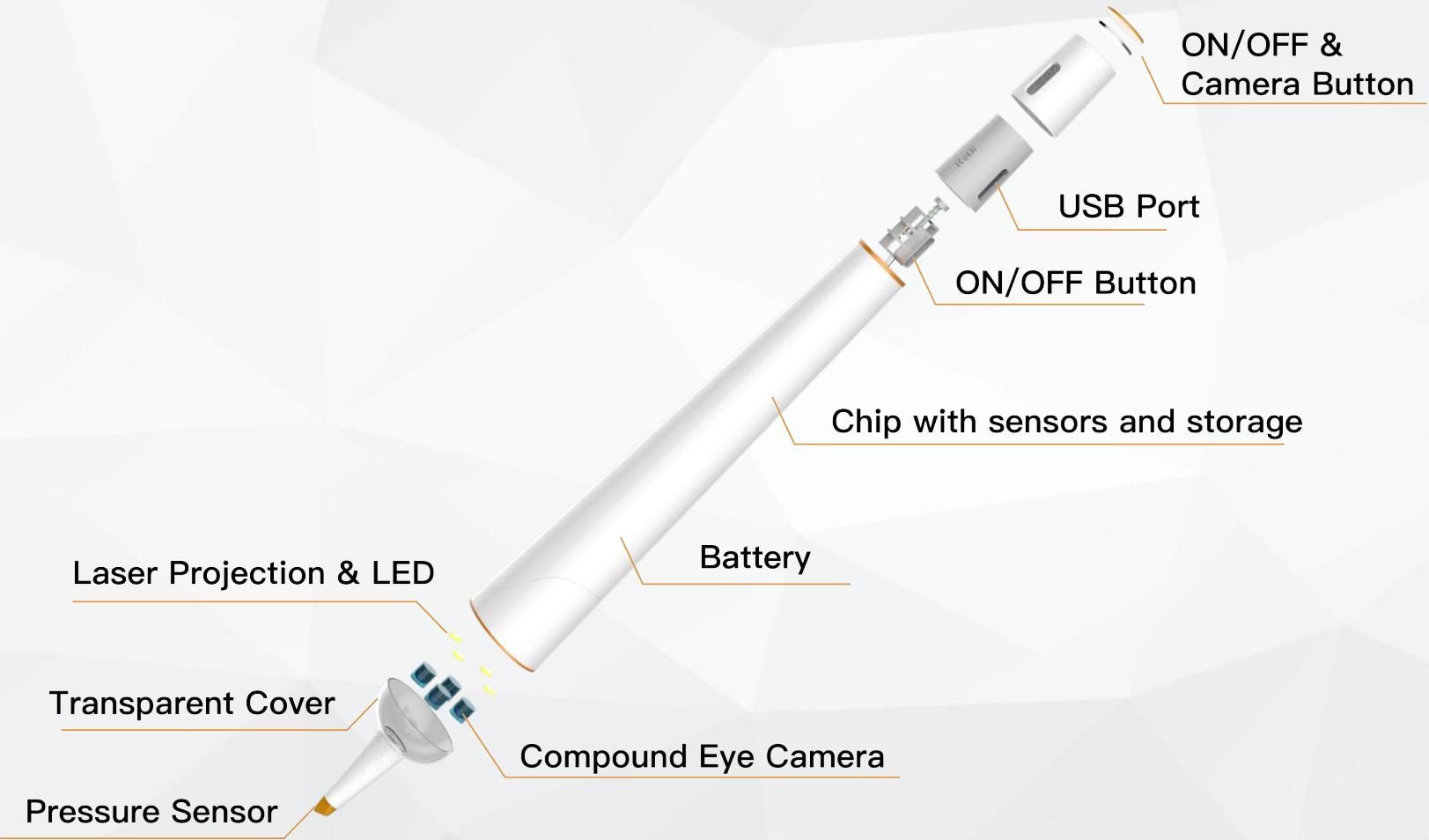


Rotatable Cover: Protect the charging port

06

Product Design

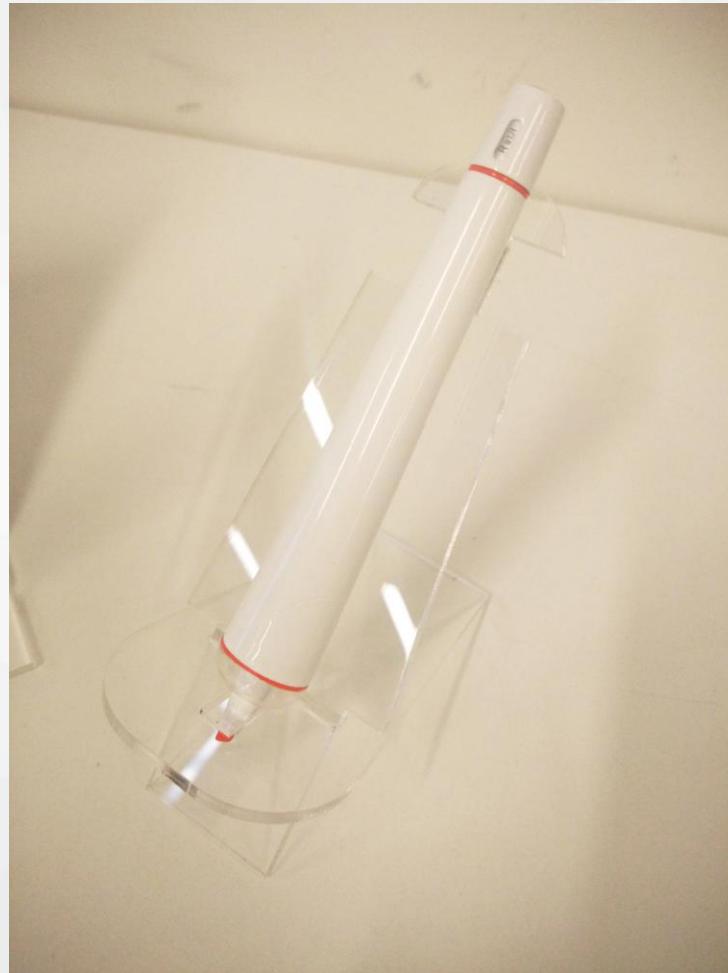
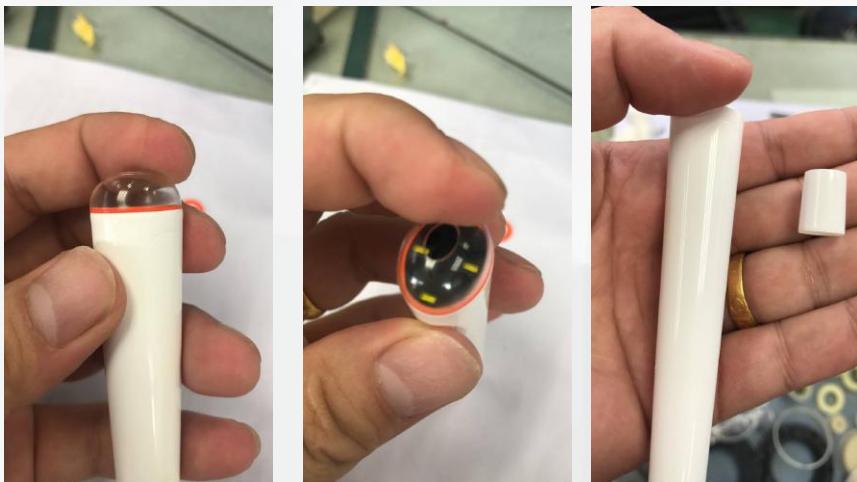
Explosive view



06

Product Design

Physical Model



- 1:1 scale
- CNC technique
- Plastic material

06

Product Design

User Scenario

Video link: <https://v.qq.com/x/page/t0519s927vn.html>



Step 01

Turn on the pen

Step 02

Scan important sentences



Step 03

Double click to highlight

Step 04

Snapshot pictures



App Design

Logo



ReDI



Logo Meaning:

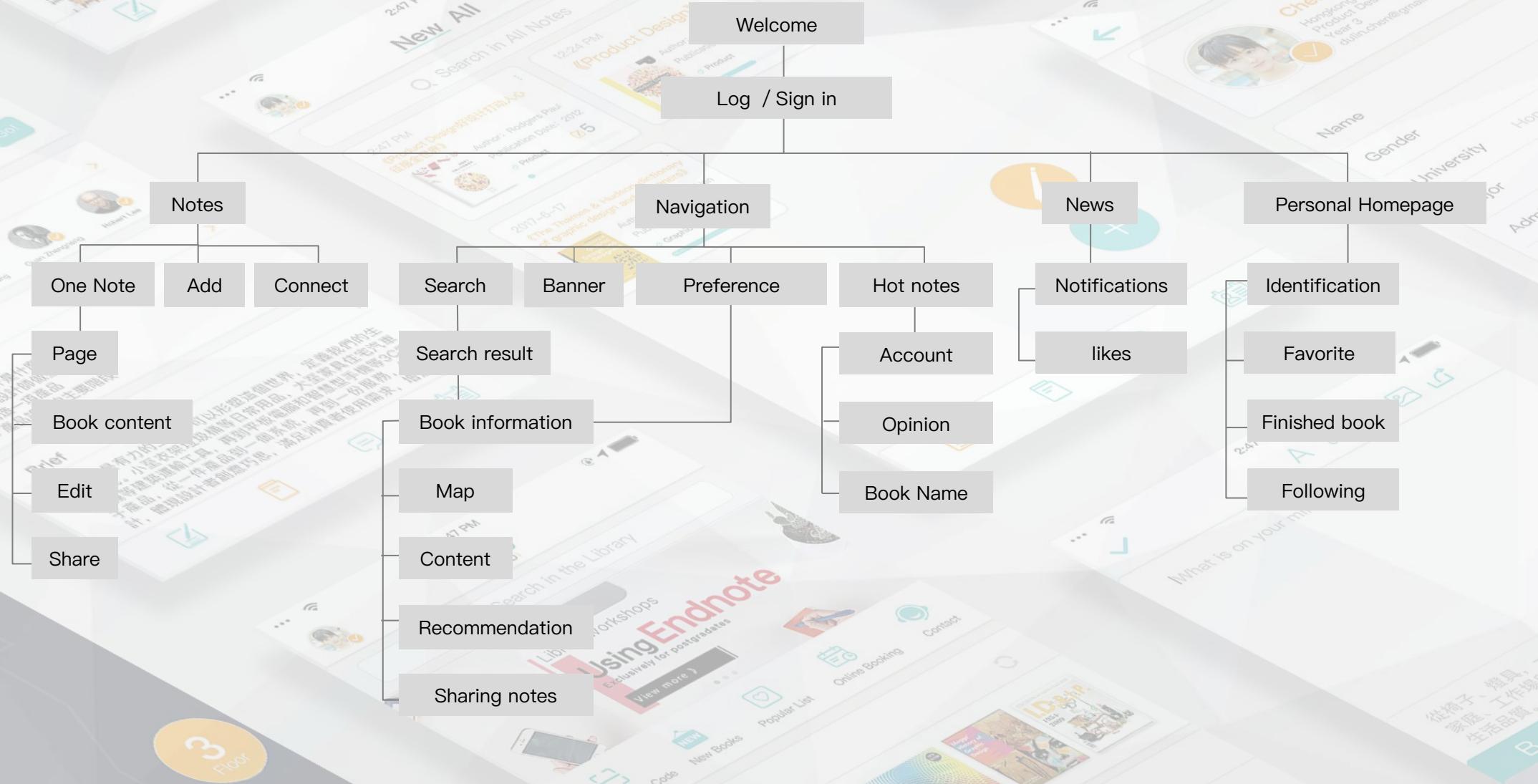
Connect the information of physical books to the cloud

Name:

Come from [Read it]

App Design

Information Structure





This app is mainly for notes managements and library online-service , which help to move the physical materials to the cloud.

这款App主要用于笔记管理和图书馆的线上服务，帮助图书馆的书籍互联网化。

Key Functions 核心功能

Connect the Redl
连接扫描笔

Sync what you scan
同步扫描书摘

Manually Create Notes
手动添加读书笔记

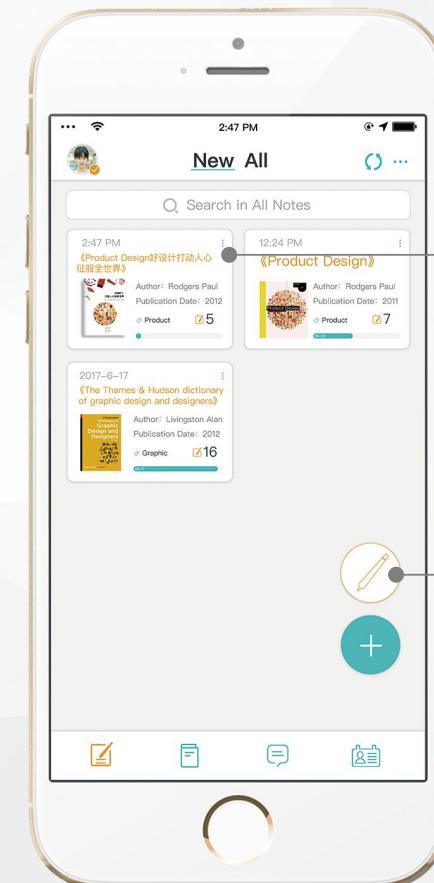
Search notes
查找笔记

Edit your notes
编辑笔记

Share your notes
分享笔记

Show the reading process
显示阅读进度

Decide the order
选择排列规则



Connect the pen

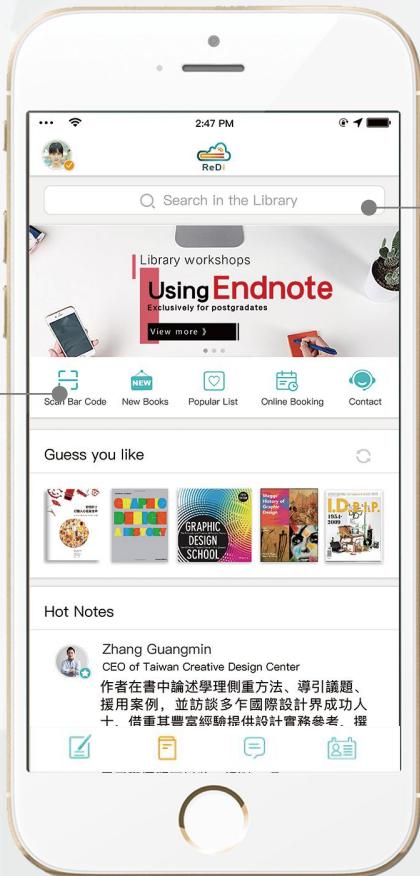


App Design

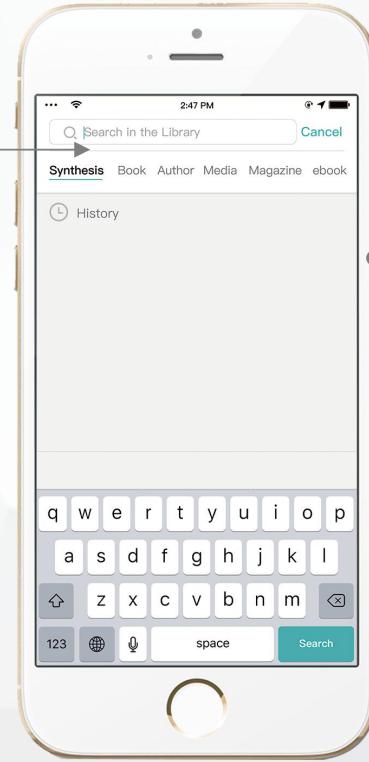
Navigation Page



Scan the Code
扫描书码



Navigation Page
导航页



Search the book
查找图书



Search results
搜索结果

App Design

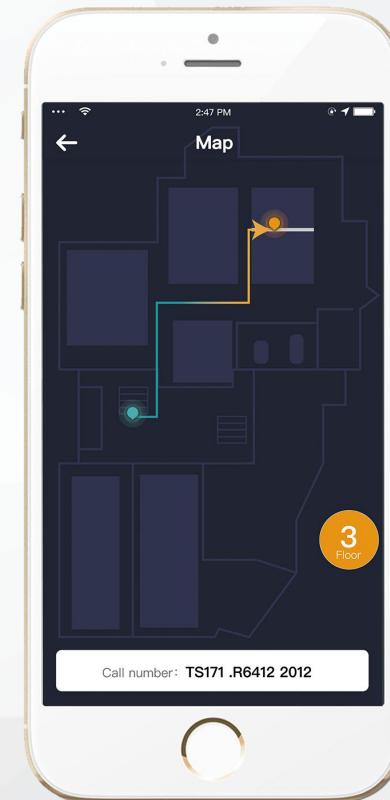
Book Information



Strong recommendations
名人推荐



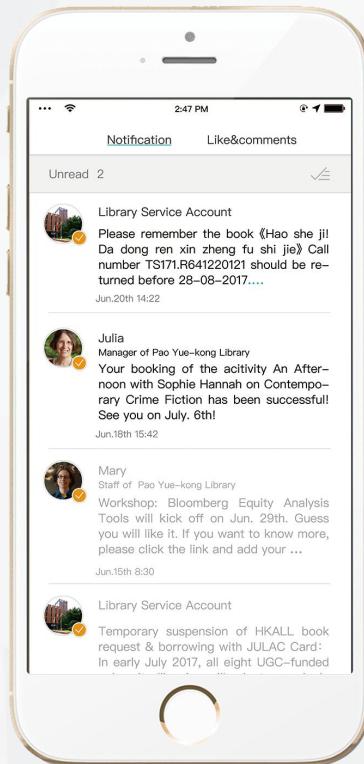
Book information
书籍信息



Map
书籍位置

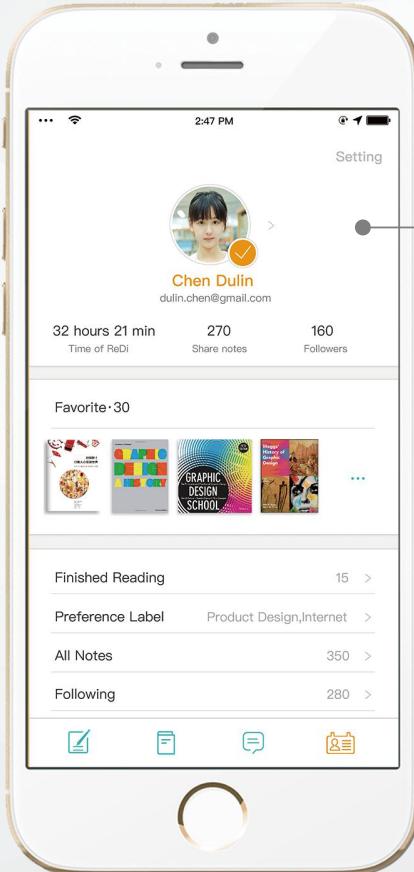
App Design

Personal Account

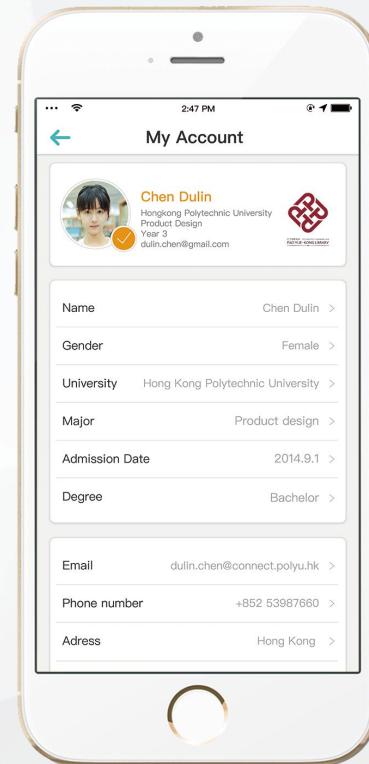


Library news
图书馆信息

Favorite
收藏书籍
Finished reading
已阅读书籍
Preference Label
感兴趣类型
All Notes
所有笔记



Time of ReDI
使用ReDI时长
Followers
粉丝数
Share notes
分享笔记条数
Following
关注人数



Identification
个人认证



InfiniX

The Everchanging Shopping Experience

2017.3.1 - 2017.3.17

About this project



Luxury Industry



Hongkong Local



Engagement

Luxury is a prevalent platform for delight, quality and desire. It portrays the mood of fancy wants.

Luxury in fashion is fast and ever-changing. Luxury retail stores offer a lot of beneficial features like pampering customer service, fancy retail experience, additional interaction aspects, and quality products but luxury shopping in retail stores has been experiencing an unstable practice. There is not just a decline in customers buying luxury at retail, but also no emerging baby boomers.

Consumer Engagement in Luxury retail stores needs to be put into light to avoid passing on of buying of these luxury products by other means.

Observation



Almost locate in busy shopping area



Extravagance-- Salesmen more than customers



Serious atmosphere hinders people to enter in and popular window shopping



Doorman is the first business card of brand



Not sufficient information or introduction of products or brand



No design for waiting time for the person who accompanies the shopper



Feel like be followed or looked by salesman



Trying on could be stressful if you are not going to buy

SET & POG



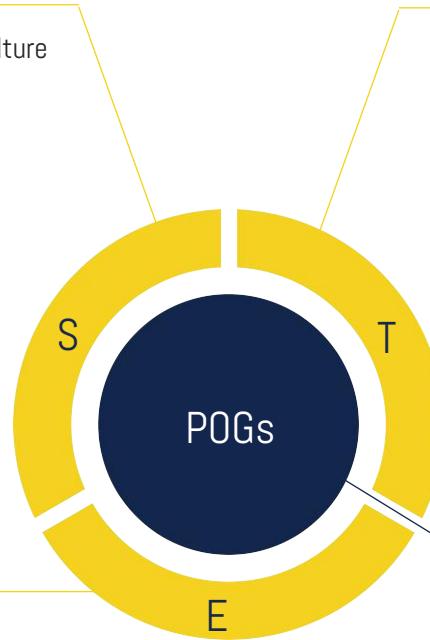
SOCIAL

- Lack of brand awareness, not fully connect to/recognize brand culture
- Aging problem
- Stress overload/ Overwhelming lifestyle/ long working-hours
- Values (enjoy buying, commercial other than cultural)
- Social belonging / social status
- Relationship with Mainland China/ be treated differently
- Young workers still live with parents due to high rent
- Pressure to buy a flat ---> no money to buy other things
- Shopping lifestyle has changed
- Tourism has declined



ECONOMIC

- Economy and consumer spending is slowing down
- High property price/ rent
- Low taxation
- Not diversified economy (property & finance)
- Government encouraging entrepreneurship
- 6 promising industries: cultural and creative, medical services, education services, innovation and technology, testing and certification services and environmental industries
- Mature law system and Intellectual property protection



TECHNOLOGY

- Surprisingly under-developed E-commerce
- Willing to try new technology
- Convenient payment/ less cash (Apply pay, Octopus, bank transaction)
- AI/outsourced customer service has emerged and might become popular
- AR/VR technology
- Not making efficient use of big data
- HK people are social network users

Product Of Gap

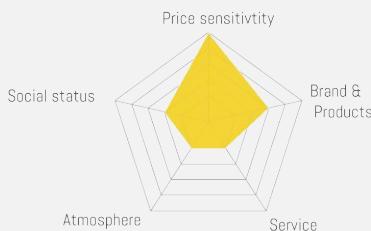
- **Atmosphere** | Humble and welcoming, worthwhile total experience
- **Product / Service** | Quality and attention in details
- **Staff / Interaction** | Privileged and friendly, efficiency in information
- **Psychology** | Fulfilled and gratified, stress-releasing
- **Lifestyle** | Looking for diversity, shopping habit change
- **Source of Information** | Social media, peer influence and salesperson
- **Technology application** | app or online platform

User analysis



18-24

Mainly are Students

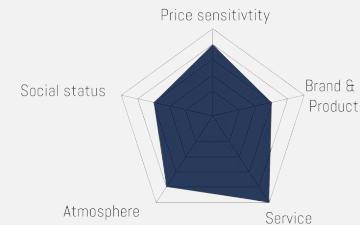


- Prefer easy and comfortable shopping experience at home
- Be influenced by family
- Don't know much about brand story



25-32

Fresh graduates
working (first actual job)



- Impulse shopping (attracted by promotion)
- Influenced by colleges, idols, celebrity and bloggers
- Mood shopping
- Renting luxury items

THEY ARE THE POTENTIAL LUXURY CONSUMERS
BUT HOW TO ATTRACT THEM!

- Established online shopping habit
- Want to feel at ease when shopping
- Mood / impulse shopping
- Can't justify high price of luxury goods due to lack of brand knowledge
- Able to appreciate design and quality
- Looking for unique experience

Persona



Jelly Ng

- 27 year-old
- marketing manager
- Live in Central, HK.
- "Luxury represents good quality of life. It is a reward I give myself."

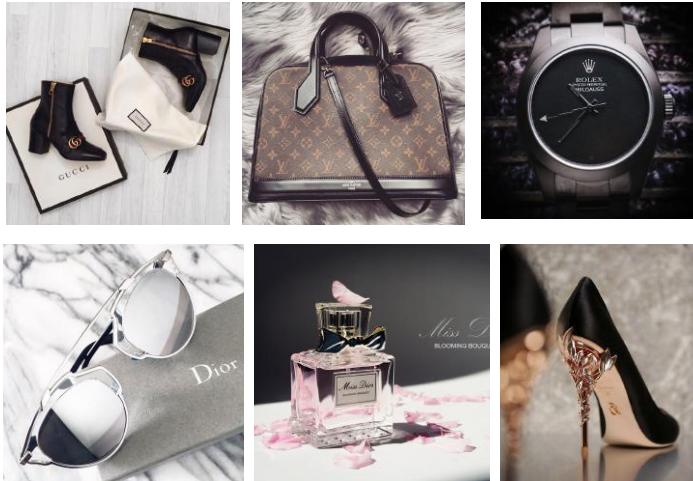
She loves travelling, fashion, cooking and **shopping online**.

She believes in **work-life balance**, likes to hang out with friends and share new experiences.

She uses a lot of **social media** such as Instagram, Facebook and Twitter. **Mobile phone** is her source of security.

Persona

Her affection of luxury goods: clothes, bags, watch, perfume, wine, jewelry etc.
 Attitude : Good quality and design, confidence source, status, personal brand image



Sometimes she will go to local brick and mortar stores with boyfriend or friends with not clear purchase purpose .

In her daily life, she gets many information about fashion and luxury brands through smartphone, web, magazine etc.

Value Opportunity Analysis



ENTERTAINMENT VALUE

- Surprising, fresh experience to share with friends



EDUCATIONAL VALUE

- Get a better understanding of brand culture and products



ENHANCED XPERIENCE

- Get multi-sense, brand-centric shopping experience



IMMERSIVE EXPLORE

- Pressure-free shopping environment to feel at ease



INFORMATION

- Collect customer data of preference without purchase



IMPROVE

- Improve quality of experience without investing into hardware



INVOLVE

- Reduce psychological distance

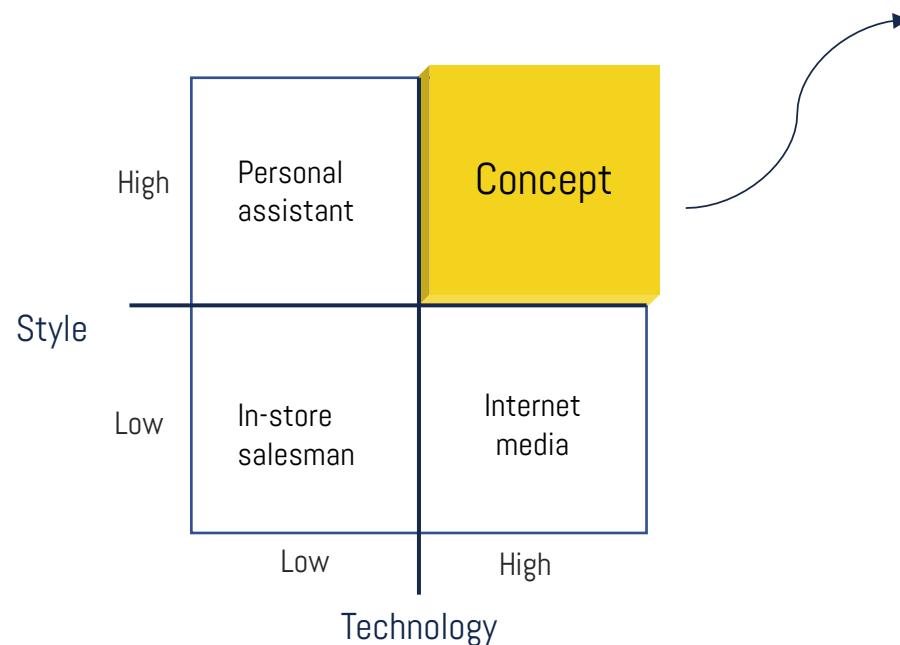


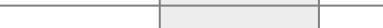
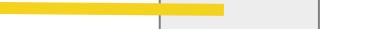
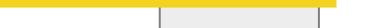
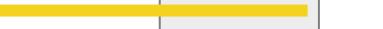
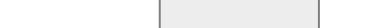
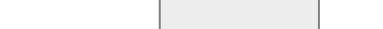
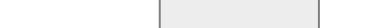
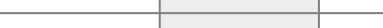
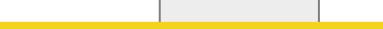
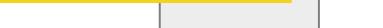
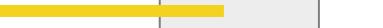
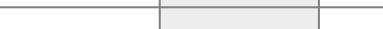
ROYALTY BUILDING

- Cultivate potential customer connect with them

Value Opportunity Analysis ○

- To find the right means of Consumer Engagement Innovation in Hong Kong Bricks-and-Mortar Retail Sectors - Lifestyle and New Luxury.
- To address, analyze and propose a concept that would improve or enhance the existing interaction of the customer with the luxury brands at retail stores benefitting both the customer and the brand.



		Low	Medium	High
Emotion	Adventure Independence Security Sensuality Confidence Power			
Ergonomics	Comfort Safety Ease of use			
Aesthetics	Visual Auditory Tactile Olfactory Taste			
Identity	Point in Time Sense of Place Personality			
Impact	Social Environmental			
Core Technology	Reliable Enabling			
Quality	Craftsmanship Durability			

○ Concept ○

InfiniX is a concept that can be adapted by a brand to attract new age customers with an immersive experience by means of concurrent technological trends.

InfiniX 利用当下最热的科技为品牌商提供给客户一个沉浸式体验的服务。

The App doesn't provide online transaction service as it aims to lead the target groups to offline store experience.
此款app不提供线上交易的功能，其最大的目的是将目标群体引到线下门店体验。

功能介绍：

- 定制化推荐奢侈品品牌和产品
- 了解品牌知识、产品介绍并且利用AR技术初步体验产品效果
- 网上咨询
- 网上预约线下门店体验

Concept video link :

<https://v.qq.com/x/page/j0387o671c6.html>





User Journey

Outside the store

Without creating another obstacle of downloading an app, the immersive experience starts at the very moment the user pass by the window display area.

线下门店外提供了AR试衣镜的效果，吸引客户，特别是那些还未下载App的目标人群。

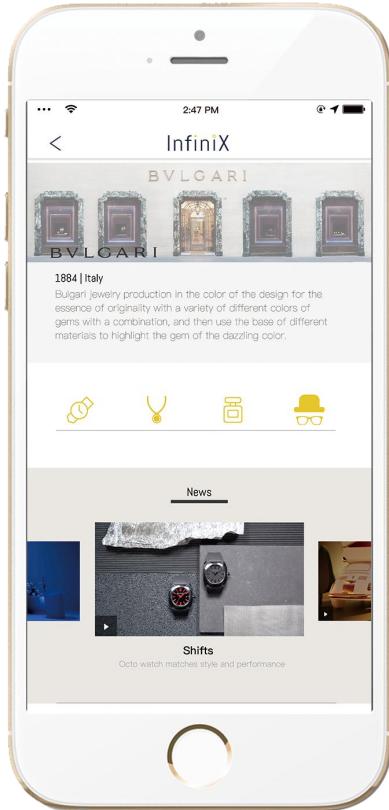
As interesting interaction can reduce the sense of distance , the user will have a strong enough motivation to enter the shop and start the main experiencing journey.

新奇的互动可以减少奢侈品店的高冷感，顾客会更有动力进店去体验。

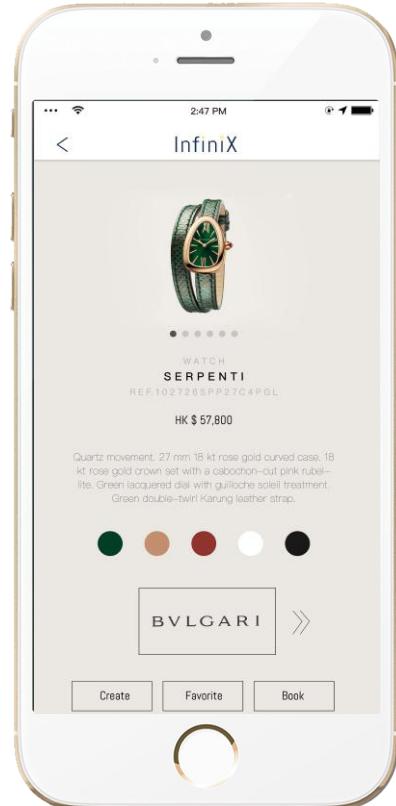


Window indirection

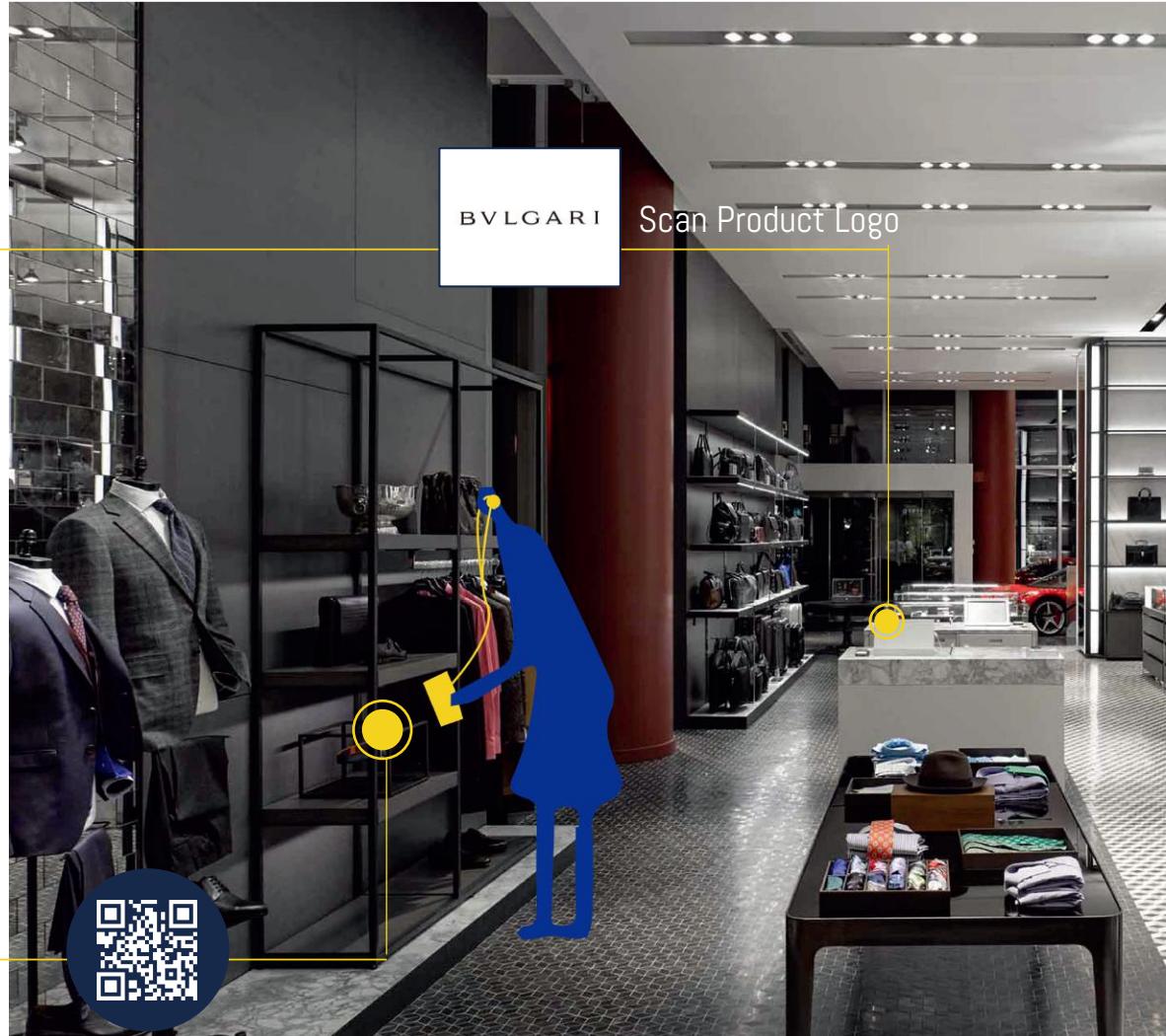
Eg. Customer can see the effect of taking a bag.



Brand story



Product info.



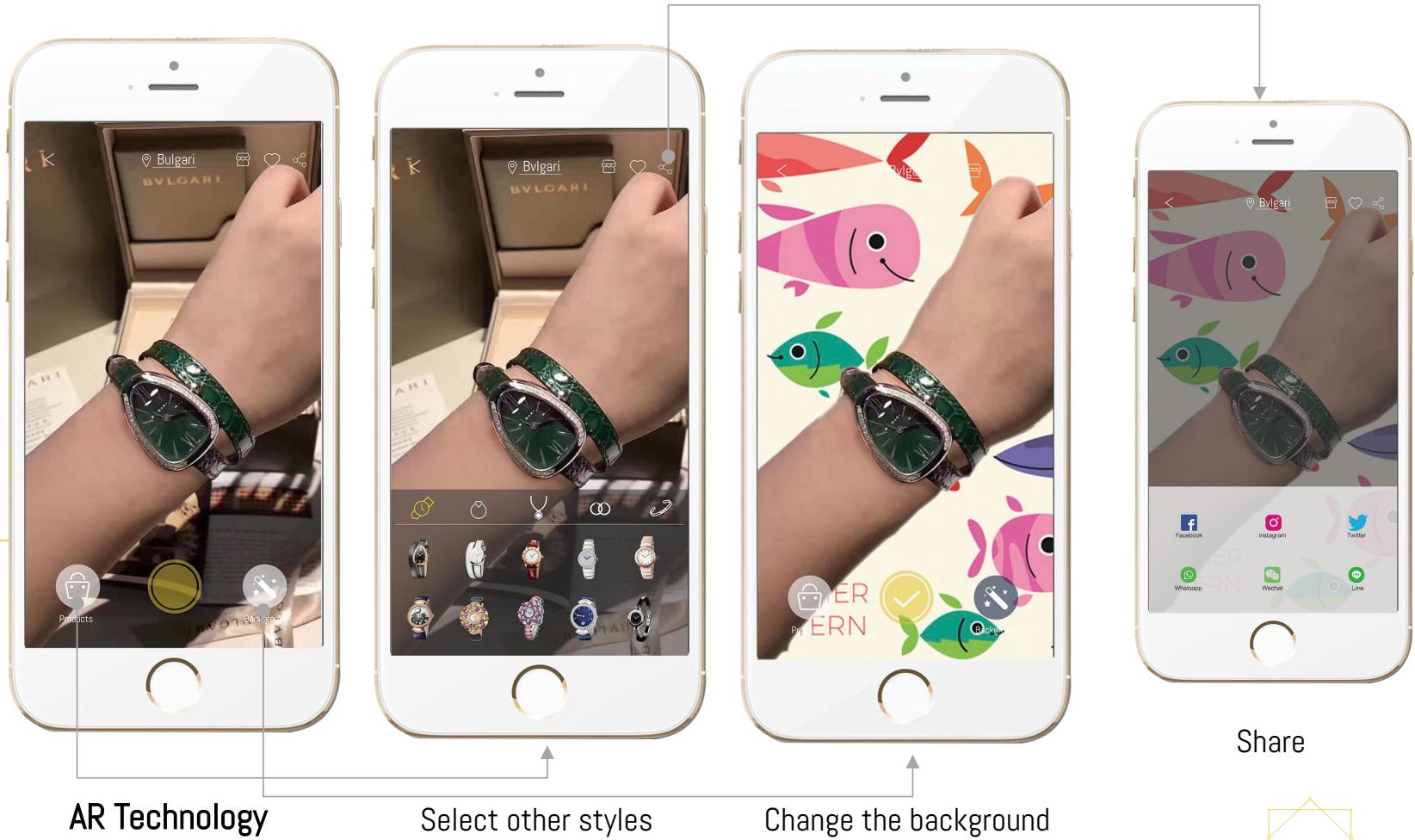
Scan QR code

In the store

User Journey



- 利用AR技术试戴手表，可以减少心理负担，并且可以更快挑选出心仪的几款产品进行真实试戴。



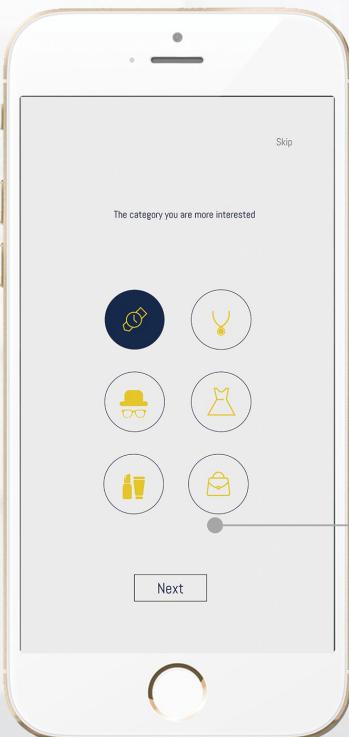
User Journey

Leave the store

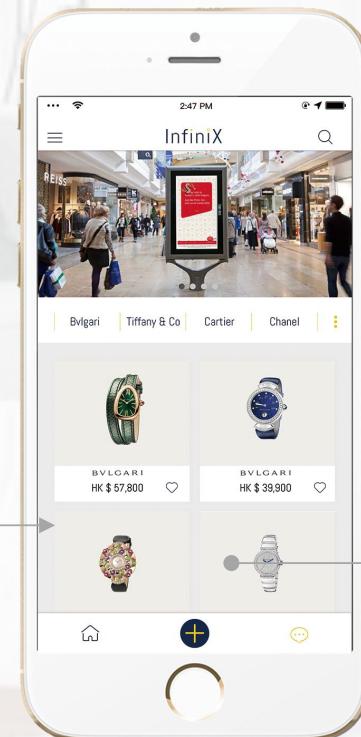
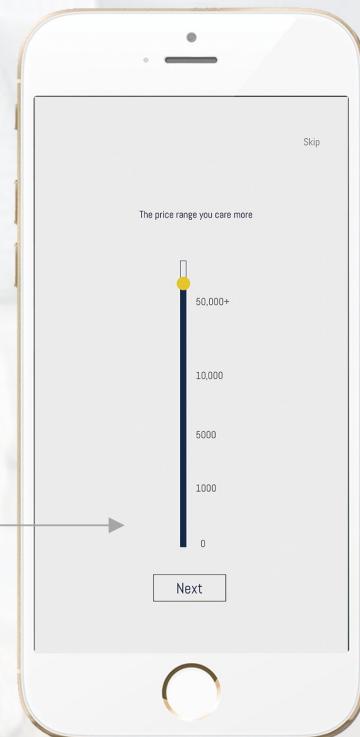
Get more contact through app



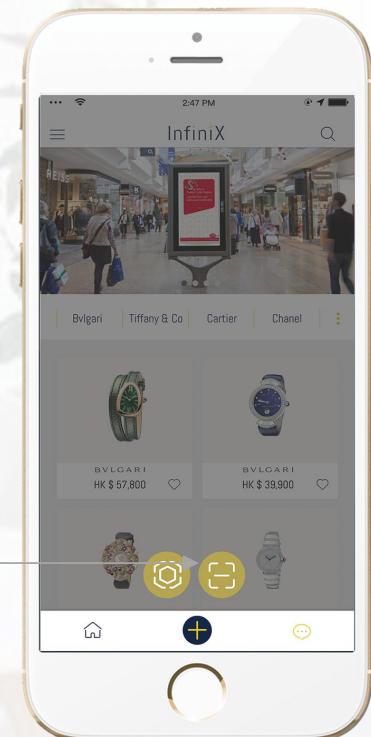
Welcome page

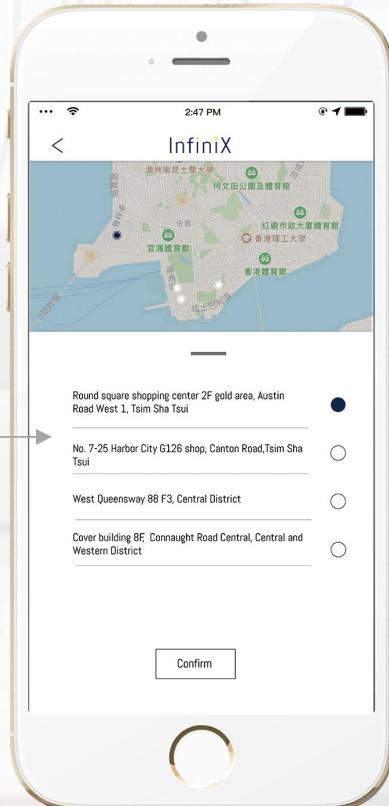
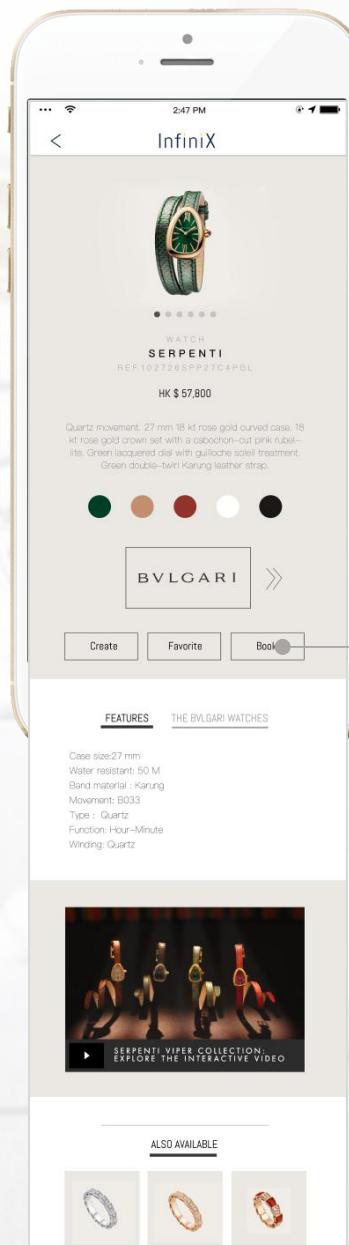


Questionnaire : Recommend special brands and products to users

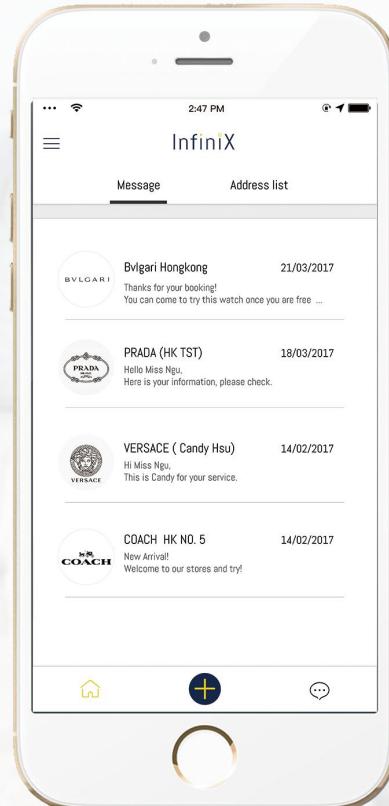


Homepage : show shopping mall news and products

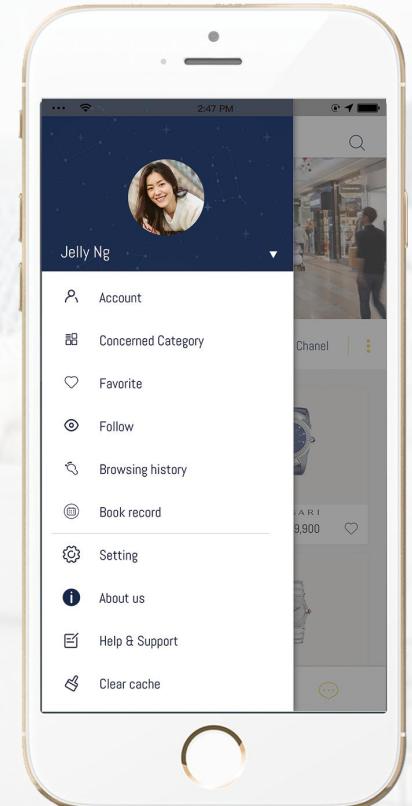




Book for try in person



Find the brands' contact and talk directly



Manage your personal information

空山

ECO

Lighting Design
2015.11

"Make the lighting to be an artwork."





New technology

3D Printing

The technology of 3D printing could create objects of almost any shape or geometry. Its application in lamp design makes light and shadow with an artistic visual result.

Wireless Charging

Wireless charging makes it easier to charge something — no need for cables.



Inspiration

Flowers & Stone



Flowers in blossom with various shapes and appearances, elegant and vibrant, are all beautiful elements.



Compared with the charming flowers, stones always offer people a sense of simplicity. Such a striking contrast results in a comfortable sense of visual impact.



Introduction

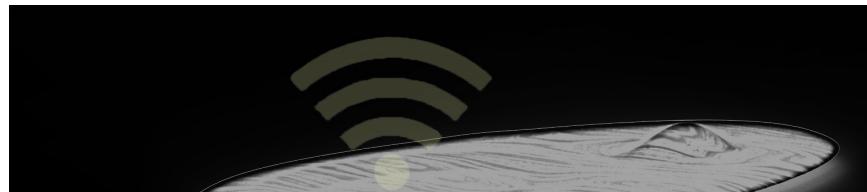


Lampshade
3DPrinting

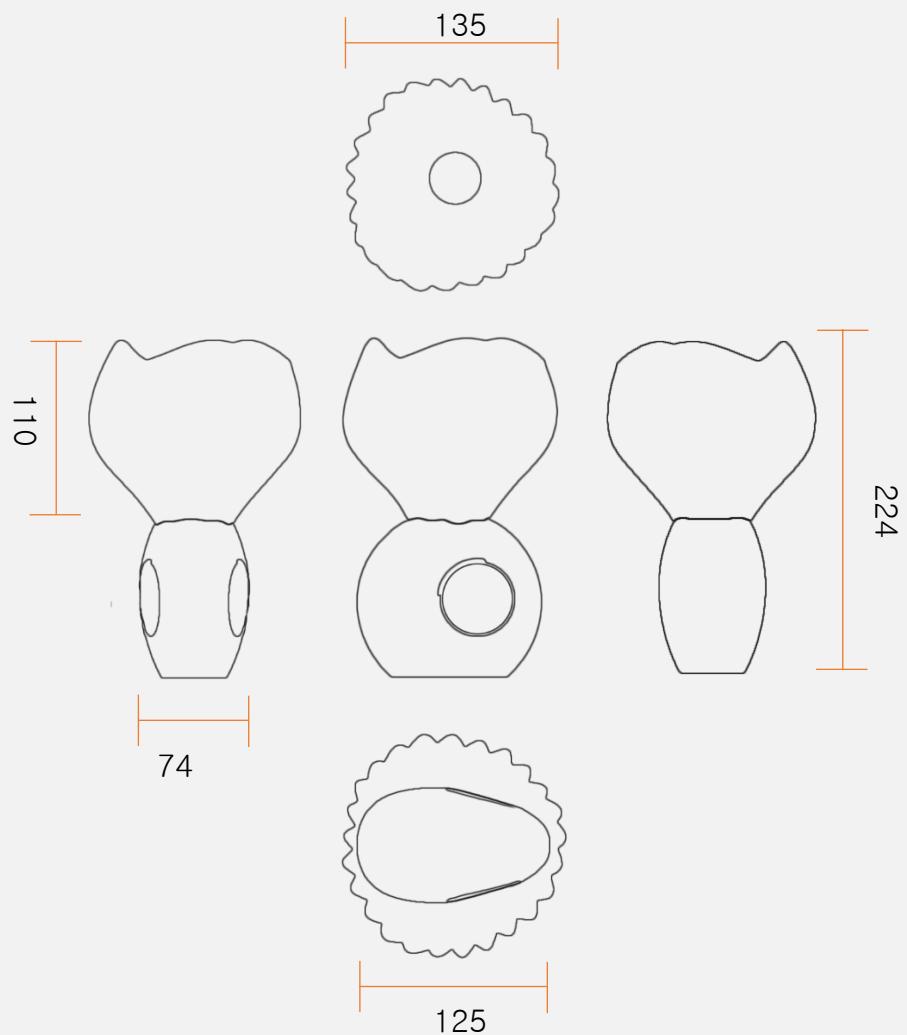


Lamp base
Matte black metal

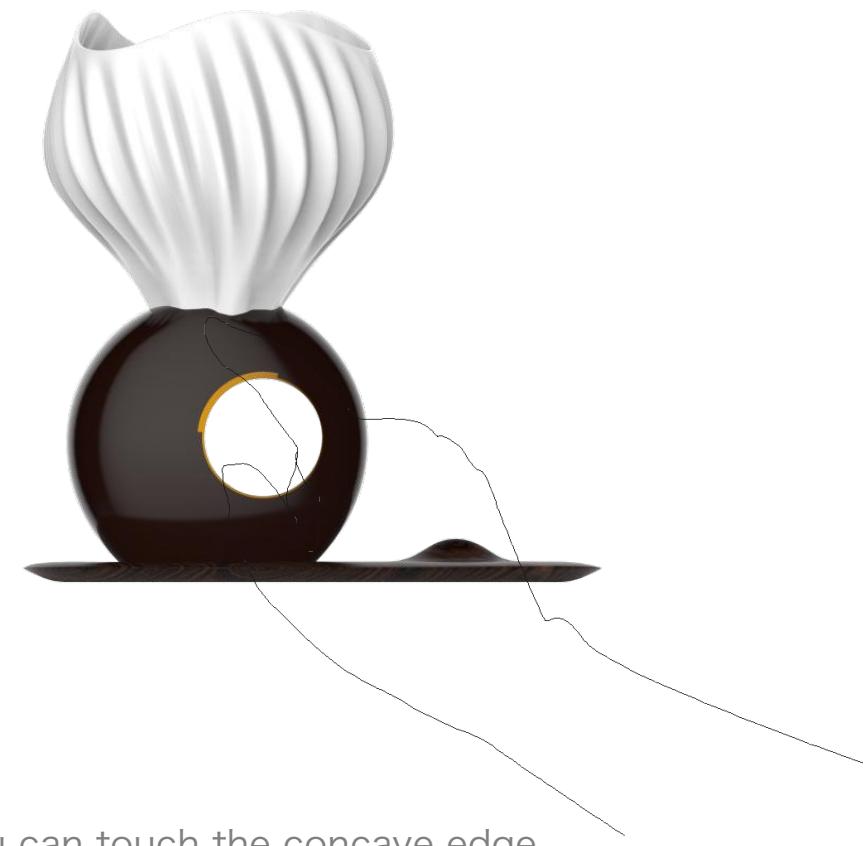
Touchable part
The concave edge is
bronze-inlaid.



Wireless charging
pedestal
Walnut



The dimension



You can touch the concave edge to control the luminance of the lamp.

Details



Product test

I adjust the shape and proportion continually, and then make models to test the most suitable size of product and man-machine interaction. In the final stage, engineers would design the inner structure and optical engineers would design and test the lighting functions.



● ● ● ●

舞者·空山

即使没有观众，也要起舞，致以生活最热烈的回应。设计师心中有个仙气的舞者。他以素白材质赋予她一袭白衣，仙袂飘飘。若心中有所热爱，何处不可以舞蹈？

舞者·空山--玉瓷灯罩，温润剔透，奏出光的韵律

¥ 2380.00

库存: 106 数量

立即购买

系列产品





Smart Home App controls all the smart equipment at home and you can set up each of them independently. Also you can create different living modes with them.

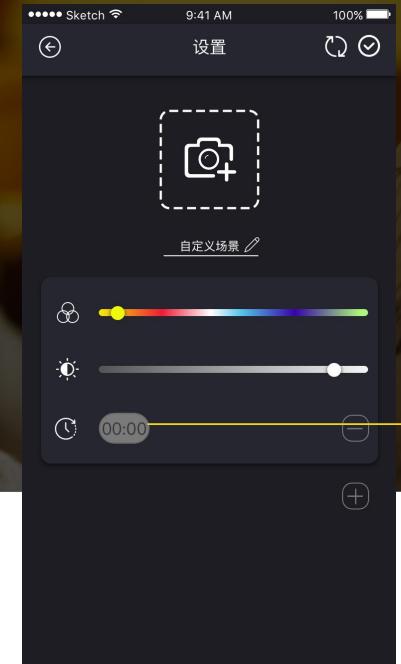
智能家居App控制了家中所有的智能设备，可单独对它们进行设置，并且能够联动不同的设备预设不同的家庭模式。

白色表示已连接，灰色表示未连接



- 台灯控制页面分为主页面和场景，滑动可直接切换
- 灯的图案也是开关，显示当前设置的亮度和色彩
- 可设置持续时间
- 显示是否连接

若进行了参数修改，离开时会弹窗询问是否保存



-场景界面，含预设模式，也可自己添加

预设模式界面，可进行图片、名称和参数设置

自定义添加

修改持续时长界面



Thank
You !

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